

Equality Impact Assessment

Directorate: Place and Community	
Service: Leisure Services (Everyone Active)	
Name of Officer/s completing assessment: Liz Jones (SBC) & Luke Routhorn (Everyone Active)	
Date of Assessment: June 2022	
Name of service/function or policy being assessed: Additional price increase for use of leisure centres in Slough	
1.	<p>What are the aims, objectives, outcomes, purpose of the policy, service change, function that you are assessing?</p> <p><i>The aim of the proposed price increase is to support Everyone Active generating additional income to pay the Council a management fee, whilst keeping prices within what is commercially viable locally.</i></p>
2.	<p>Who implements or delivers the policy, service or function? State if this is undertaken by more than one team, service, and department including any external partners.</p> <p><i>Everyone Active (external service partner)</i></p>
3.	<p>Who will be affected by this proposal? For example, who are the external/internal customers, communities, partners, stakeholders, the workforce etc. Please consider all of the Protected Characteristics listed (more information is available in the background information). Bear in mind that people affected by the proposals may well have more than one protected characteristic.</p> <p>Age: Disability: Gender Reassignment: Marriage and Civil Partnership:</p>

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Pregnancy and maternity:

Race:

Religion and Belief:

Sex:

Sexual orientation:

Other:

Everyone Active manage 4 leisure centres across Slough on behalf of the Council. Data on usage of 3 of the centres between April 2021 and March 2022 (excluding Salt Hill Activity Centre as this was used exclusively as a vaccination centre) suggests the following groups will be particularly affected by the proposed price increases.

Age:

- *Over 50% of users of **The Centre** are adults aged over 16 but under 65 years old. Just over 36% of users of The Centre are aged 16 and under with the remaining users aged over 65 (10%).*
- *Over 66% of users of **Langley Leisure Centre** are adults aged over 16 but under 65 years old. 24% of users of Langley Leisure Centre are aged 16 and under with the remaining users aged over 65 (9.4%).*
- *Almost 65% of users of **ICE Arena** are young people aged 16 and under. About 35% of users are adults aged over 16 and below 65 years old with the remaining users aged over 65 (0.5%).*

None of the price rises that take the Slough price to 10+% higher than the nearest competitor providers are applicable at the ICE Arena.

In total there are 8 price rises that take the Slough price to 10+% higher than the nearest competitor and 3 of these will be junior price categories affecting users under 16 – these are junior swim lessons (although anyone on the swimming lesson programme enjoys free swimming all year as part of the package) and junior concession prices for bowling sessions. Three of the 10+% price difference activities are at adult prices and 2 are specifically adult concession prices which include senior users/participants.

The new prices will result in at least 33 activities being cheaper than near-by alternative provision; of these 12 are activities for juniors and/or family packages. Six of the proposed prices which will be cheaper than alternative provision are specifically adult-concession prices which will include adult senior users/participants and the remainder (15) are adult (no-concession) priced activities.

Sex:

- *Across all sites male participants slightly outnumber female (54% male and 46% female).*

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	<ul style="list-style-type: none">• <i>However, this pattern is reversed for older users of Langley Leisure Centre and The Centre. Older female users of Langley Leisure Centre account for 5.2% of this age group and male users account for 4.1%. Older female users of The Centre account for 5.4% of this age group and male users account for 4.8%.</i> <p><i>There is 1 activity listed that is specifically priced differently for women (Ladies-only gym session) – this activity shows a 28% price increase from June 2022.</i></p> <p><u><i>Ethnicity:</i></u></p> <ul style="list-style-type: none">• <i>Only 15% of participants and users confirmed their ethnicity so the following data is of limited use.</i>• <i>Almost 80% of participants/users who did confirm their ethnicity categorised it as “other” with no further details.</i>• <i>Of those who did state a particular ethnic group the largest category was White British (5.7%).</i>• <i>There is no breakdown per site or per activity.</i> <p><i>There are no activities listed that are specifically priced differently for different ethnicities.</i></p>
4.	<p><i>What are any likely positive impacts for the group/s identified in (3) above? You may wish to refer to the Equalities Duties detailed in the background information.</i></p> <p><i>For a number of activities junior, adult and senior users will find that prices are still less than any near-by provision. In addition, there are 32 activities (covering junior/family, adult and concession) that will not see any additional price increases this year.</i></p> <p><i>Across all activities the additional price rises average at 6% which is below current inflation of 7% (March 2022) and the predicted CPI of 10% in quarter 4 2022/23. There are 98 activities listed and 39% have no price increase over and above that already introduced in June 2022. This is a positive impact for all groups.</i></p> <p><i>All membership packages (which offer better value for money for all users) are remaining at the June 2022 price and are not increasing. All but one of the membership packages are cheaper than similar packages at the nearest alternative venues.</i></p>

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5.	<p>What are the likely negative impacts for the group/s identified in (3) above? If so, then are any particular groups affected more than others and why?</p> <p><i>Across all activities listed, 62% will see a price increase in addition to those already experienced in June 2022.</i></p> <p><i>Young people making use of the special junior rates will see more of these activities becoming 10+% higher than in the nearest competitor venues than activities for adult or adult concession groups.</i></p> <p><i>When comparing current prices introduce in June 2022 to the proposed new prices the average price increase for adult concession activity is 9% while for young people/family activities the price increases average at 8% and for adult prices the increase averages at just over 3%.</i></p> <p><i>The top three highest price increase between June 2022 and September 2022 will be seen in Off-Peak adult gym sessions (33% increase), Family Ice-Skating (30%) and Ladies-only gym session (28%). These activities are currently little used even though they have been significantly cheaper than other related sessions across the service.</i></p> <p><i>There are no particular age groups more negatively impacted than others. Across age groups each group (under 16s, adults and seniors) will see some price increases, some prices remaining the same, some prices higher than competitor venues and some cheaper than competitor venues. Women who prefer Ladies-only gym sessions will see a significant price rise and there is no data to show that other gyms offer this facility at all.</i></p>
6.	<p>Have the impacts identified in (4) and (5) above been assessed using up to date and reliable evidence and data? Please state evidence sources and conclusions drawn (e.g. survey results, customer complaints, monitoring data etc).</p> <p><i>The data used to assess the impacts is participation data per session provided by Everyone Active.</i></p>
7.	<p>Have you engaged or consulted with any identified groups or individuals if necessary and what were the results, e.g., have the staff forums/unions/ community groups been involved?</p> <p><i>No</i></p>
8.	<p>Have you considered the impact the policy might have on local community relations?</p>

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	<p><i>Yes. Without clear communications around the reasons for the price increases, confirmation that not all prices will increase, the ongoing value offered by memberships (which have not increased) and the comparison with alternative providers these increases could damage community relations.</i></p>
9.	<p>What plans do you have in place, or are developing, that will mitigate any likely identified negative impacts? For example, what plans, if any, will be put in place to reduce the impact?</p> <p><i>To reduce the negative impacts a clear and comprehensive local communication plan must be put in place by Everyone Active which outlines the issues suggested in section 8 plus any added value that Everyone Active offer over other local offers. This could include price of travel, ease of access by public transport, standard of proactive guidance and support offered by staff, standard of professional training, quality of sites etc.</i></p> <p><i>Everyone Active to identify improvements in user data collection to ensure that there is a good evidence base to assess if higher than inflation price rises are proposed in any future years.</i></p>
10.	<p>What plans do you have in place to monitor the impact of the proposals once they have been implemented? (The full impact of the decision may only be known after the proposals have been implemented). Please see action plan below.</p> <p><i>Everyone Active will continue to collect user data to allow comparisons with pre-September overall use and use by particular groups to be monitored. They will also identify any improvements to data collection to increase our joint understanding of service users.</i></p>

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What course of action does this EIA suggest you take? More than one of the following may apply	✓
Outcome 1: No major change required. The EIA has not identified any potential for discrimination or adverse impact and all opportunities to promote equality have been taken	✓
Outcome 2: Adjust the policy to remove barriers identified by the EIA or better promote equality. Are you satisfied that the proposed adjustments will remove the barriers identified? (Complete action plan).	
Outcome 3: Continue the policy despite potential for adverse impact or missed opportunities to promote equality identified. You will need to ensure that the EIA clearly sets out the justifications for continuing with it. You should consider whether there are sufficient plans to reduce the negative impact and/or plans to monitor the actual impact (see questions below). (Complete action plan).	
Outcome 4: Stop and rethink the policy when the EIA shows actual or potential unlawful discrimination. (Complete action plan).	

Action Plan and Timetable for Implementation

At this stage a timetabled Action Plan should be developed to address any concerns/issues related to equality in the existing or proposed policy/service or function. This plan will need to be integrated into the appropriate Service/Business Plan.

Action	Target Groups	Lead Responsibility	Outcomes/Success Criteria	Monitoring & Evaluation	Target Date	Progress to Date
Monitor any queries/complaints prices of women-only gym sessions (and/or demand for more women-only sessions) to assess impact of the price increase.	Women	Kam Birdie/Luke Routhorn	If no or low number of complaints/queries are received, then no further action. If more than 10% of all queries/complaints received about services provided by EA are about the cost of women-only gym sessions,	Monitored at regular operational contract management meetings.	January 2023	Regular operational contract management meetings take place every 2-weeks.

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			then further investigation will be carried out to see if additional mitigations are possible.			
<p>Name: Liz Jones (SBC)</p> <p>Signed: <i>Liz Jones</i> (Person completing the EIA)</p> <p>Name: Luke Routhorn (Everyone Active)</p> <p>Signed: (Person completing the EIA)</p> <p>Name:</p> <p>Signed:(Policy Lead if not same as above)</p> <p>Date: 1 June 2022</p>						